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Dentsu Inc. Net Sales for October 2015

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its non-consolidated net sales for October 2015 showed a year-on-year increase of 0.2%.

PR spokesperson Shusaku Kannan said, "Ad spend was up in 10 of the 20 industry categories, with 6 categories registering double-digit growth. The industry sectors that contributed the most to the increase were Foodstuffs, Finance/Insurance and Beverages/Cigarettes."

October 2015 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	123,244	100.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,020	87.5
Magazines	3,224	92.7
Radio	1,146	97.2
Television	56,753	97.8
Interactive Media	6,407	121.0
OOH Media	4,900	121.2
Creative	14,220	97.5
Marketing/Promotion	17,816	124.9
Others	10,754	83.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	104,200	99.9
Kansai Branch Office	15,969	99.6
Chubu Branch Office	3,073	113.7

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, DM, etc.
- * Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

Contact: Shusaku Kannan, Corporate Communications Director

Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp